



THREE STRIPES AND YOU'RE OUT!

Adidas has just shelled out a whopping £62m to sponsor the World Cup. They expect this will help them sell £1.7 billion worth of their football clobber this year alone!

Meanwhile the workers across the world that make their kit are overworked and paid a poverty wage. For example, in **Cambodia**, Adidas workers earn as little as **£2.20 for a 12 hour day**, and protests over their wages have left three dead. Malnutrition amongst workers is a serious problem.

Adidas say workers in their factories should earn a enough to meet their basic needs but refuse to define what this means – never mind pay a living wage.

For more information visit:

www.Labourbehindthelabel.org/adidas

The spirit of the game is meant to be unity and fair play – we demand that Adidas do better

Dear Herbert Hainer CEO,
I call on Adidas to support workers by

- Quantifying and publishing figures for what a '**fair wage**' means, which ensures all Adidas garment workers can support their families
- Ring fencing those wage costs when negotiating with factories to ensure any commitment delivers real wage increases
- Committing to not pull out of countries such as Cambodia if minimum wages increase

Name:

House no. (or name) + Postcode:

Email:



Labour Behind the Label

Clean Clothes Campaign



This has been produced with the financial assistance of the European Union. The contents of this document are the sole responsibility of Labour Behind the Label and can under no circumstances be regarded as reflecting the position of the European Union.

Labour Behind the Label

52 Easton Business Centre
Felix Road,
Easton,
Bristol
BS5 0HE